The 100,000-plus circle (Continued)

City	July 1, 1982 Pop.	Rank	July 1, 1980 Pop.	Rank
Little Rock, Ark.	167,974	91	167,602	89
Fort Wayne, Ind.	167,633	92	172,391	80
Syracuse, N.Y.	166,187	93	170,105	86
Salt Lake City, Utah	163,859	94	163,034	91
Kansas City, Kan.	162,211	95	161,148	93
Stockton, Cal.	161,815	96	149,779	106
Tacoma, Wash.	161,351	97	158,501	98
Worcester, Mass.	161,049	98	161,799	92
Greensboro, N.C.	157,337	99	155,642	100
Warren, Mich.	156 131	100	161,134	94
Providence, R.I.	155,717	101	156,804	99
Amarillo, Tex.	155,356	102	149,230	107
Hialeah, Fla.	154,713	103	145,254	108
Raleigh, N.C.	154,211	104	150,255	105
Flint, Mich.	154,019	105	159,611	96
Fort Lauderdale, Fla.	153,755	106	153,279	101
Springfield, Mass.	151,586	107	152,319	103
Newport News, Va.	151,240	108	144,903	109
Garland, Tex.	148,975	109	138,857	115
Gary, Ind.	147,537	110	151,968	104
Savannah, Ga.	145,699	111	141,655	112
Huntsville, Ala.	145,421	112	142,513	111
Bridgeport, Conn.	143,745	113	142,546	110
Glendale, Cal.	142,148	114	139,060	114
Winston-Salem, N.C.	140,846	115	131,584	116
Paterson, N.J.	138,986	116	137,970	117
Rockford, Ill.	138,334	117	139,712	113
Fremont, Cal.	137,925	118	131,945	120
Hartford, Conn.	136,334	119	136,392	118
Springfield, Mo.	134,453	120	133,116	119
Orlando, Fla.	134,255	121	128,291	124
Evansville, Ind.	130,275	122	130,496	121
Torrance, Cal.	130,213	123	129,881	123
Lansing, Mich.	128,338	124	130,414	122
Garden Grove, Cal.	126,340	125	123,307	127
New Haven, Conn.	125,348	126	126,089	125
Hampton, Va.	124,966	127	122,617	128
San Bernardino, Cal.	124,319	128	118,785	131
Beaumont, Tex.	123,477	129	118,102	133
Peoria, Ill.	122,261	130	124,160	126
Hollywood, Fla.	122,051	131	121,323	129
Pasadena, Tex.	122,010	132	112,560	139
Pasadena, Cal.	120,954	133	118,072	134
Topeka, Kan.	120,269	134	118,690	132
Chesapeake, Va.	119,749	135	114,486	137
Macon, Ga.	118,730	136	116,896	135
Lakewood, Colo.	118,498	137	113,808	138
Erie, Pa.	118,493	138	119,123	130
Oxnard, Cal.	115,657	139	108,195	145
Bakersfield, Cal.	115,528	140	105,611	152
Irving, Tex.	114,305	141	109,943	142
Modesto, Cal.	114,076	142	106,963	147
Tempe, Ariz.	112,514	143	106,919	148
Independence, Mo.	111,617	144	111,797	140
Youngstown, O.	111,391	145	115,436	136
Cedar Rapids, Ia.	109,086	146	110,243	141
Sterling Heights, Mich.	108,482	147	108,999	144
South Bend, Ind.	107,690	148	109,727	143
Sunnyvale, Cal.	107,110	149	106,618	149
Elizabeth, N.J.	106,803	150	106,201	150
Reno, Nev.	106,748	151	100,756	169
Glendale, Ariz.	106,420	152	97,172	173
Portsmouth, Va.	105,807	153	104,577	154
Ann Arbor, Mich.	104,880	154	107,969	146
Boise City, Ida.	104,586	155	102,249	162
Fullerton, Cal.	104,532	156	102,246	163
Allentown, Pa.	104,324	157	103,758	156
Abilene, Tex.	104,302	158	98,315	172
Alexandria, Va.	104,276	159	103,217	160
Concord, Cal.	104,061	160	103,763	155
Davenport, Ia.	103,799	161	103,264	159
Eugene, Ore.	103,709	162	103,662	151
Stamford, Conn.	103,614	163	102,466	161
Berkeley, Cal.	103,479	164	103,328	157
Waterbury, Conn.	102,940	165	103,266	158
Tallahassee, Fla.	102,579	166	101,482	166
Odessa, Tex.	102,465	167	90,031	176
Waco, Tex.	102,200	168	101,261	167
Columbia, S.C.	101,457	169	101,202	168
Livonia, Mich.	101,366	170	104,814	153
Durham, N.C.	101,242	171	100,538	170
Pueblo, Colo.	100,934	172	101,686	165
Pomona, Cal.	100,465	173	92,742	175
Houma, La.	100,346	174	94,393	174
Roanoke, Va.	100,187	175	100,220	171
Albany, N.Y.	100,048	176	101,727	164

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Nets, sponsors won't give up on gold

An Advertising Age roundup

Corporate sponsors, weighing the Soviet decision to pull out of the 1984 Los Angeles Olympic Games, are standing firm in support of their multi-million-dollar commitments.

At the same time, broadcasters here and abroad, professing no sense of panic, are reviewing their contracts to ward off the possible effects of the Soviet Union's intention to pull out from the summer extravaganza in Southern California.

With huge sums invested in the games, corporate sponsors, which have no escape clauses in their Olympic deals, said they are not making any changes in their ad plans.

"We'll have to see how permanent it will be," Roone Arledge, president of ABC News & Sports, said of the pullout. Mr. Arledge and others suggested that the Soviets, who attributed their action to fears for the security of their athletes, still may be willing to reach some kind of agreement to ensure their attendance. All nations have until June 2 to decide whether they will participate.

ABC is paying $225 million to the Los Angeles Olympic Organizing Committee for the rights to broadcast the games.

Mr. Arledge, interviewed at the ABC affiliates meeting in Los Angeles, acknowledged that ABC has a "de-escalator clause" in its contractural agreement with the LAOOC that would lower the rights fees should a boycott occur.

Jake Keever, vp-sales, ABC-TV, said the network has sold $428 million in Olympic advertising, leaving only 2% of available time unsold.

"There are no parts of the [ad contract] agreements that call for adjustments if any teams do not participate," he said.

In Europe, the broadcast picture was clearer. The Soviet withdrawal will "certainly mean a substantial reduction" in the European Broadcasting Union's payment for telecasting the event, according to Regis de Kalbermatten, secretary general of the EBU.

But the exact amount of the reduction from the $19.8 million EBU has paid for the rights—the highest it has ever paid—will have to be negotiated with the International Olympic Committee, Mr. de Kalbermatten said.

"And we're not pressing them at the moment," he commented. "I think they have

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Esty loses W-L work to JWT, Bates

MORRIS PLAINS, N.J.—Warner-Lambert's consumer products group has severed its longtime relationship with William Esty Co., which loses an estimated $16 million in billings to two other W-L shops, J. Walter Thompson USA and Ted Bates Advertising/New York.

Thompson emerges as the chief beneficiary of Esty's misfortune as it picks up Schick blades and razors, Personal Touch women's shaving system, Clorets gum and mints and Lifestyle prophylactics. Combined billings on those products are in the neighborhood of $14 million.

Ted Bates Advertising which, like Esty, is a subsidiary of Ted Bates Worldwide, gains Listermint mouthwash, whose ad spending in '83 was roughly $2 million. W-L gave no explanation for severing the relationship.#

Slip into something Coppertone

In what it calls the ultimate boy-meets-girl fantasy, Coppertone's outdoor board model comes alive, slips into an admirer's car seat and the two motor off. Set against the backdrop "Slip into something tan," the spot was created by Warwick Advertising, New York.

P&G acts fast on pain reliever

By PAT SLOAN

After possibly one of the shortest market tests in its history, Procter & Gamble is moving national with Encaprin, an arthritis pain reliever that will get as much as $35 million to $50 million in advertising and promotion.

Introduced to retailers Feb. 3 and put into a Tucson test May 3, Encaprin is P&G's latest bid to gain a major hold on the $1.2 billion analgesic market, in which its Norwich-Eaton Pharmaceuticals division holds a 4.5% market share after breaking a national campaign for Norwich aspirin (AA, March 19).

According to Drexel Burnham Lambert's senior vp Hercules Segalas, Encaprin is only phase one for the Cincinnati company. "I've just reviewed several of P&G's latest patents and there are a number of more sophisticated products coming in this area," he said.

Although Mr. Segalas would not say what products might be next for P&G, other sources believe P&G entries may include an acetaminophen that would go up against Sterling Drug's and American Home Products' recent nonaspirin entries, Panadol and Anacin 3.

"Although Norwich Eaton had Encaprin in the hopper before it was acquired by P&G in 1982, P&G has been studying pain relievers for 15 years," Mr. Segalas said.

Advertising and promotional funding for Encaprin will come from an estimated $325 million new-product budget which is above and beyond projected 1984 spending of $450 million for existing products. Besides analgesics, the new products include food and

(Continued on Page 5)

Reinhard cautions on 'creeping greed'

By JENNIFER PENDLETON

RANCHO MIRAGE, CAL.—The arrival of 15-second commercials is not the result of technological advance but of "creeping greed." If it becomes the standard, "tv will become more of a reminder, a sort of electronic outlaw."

That's the opinion of Needham, Harper & Steers/USA chairman Keith L. Reinhard, who is to be the keynote speaker here Friday at the Western States Advertising Agencies Assn.'s 34th annual conference. More than 250 persons are expected to attend this year's meeting, May 10 through May 13.

Among his other comments:

- "Cable has been perhaps the most persistently unfulfilled promise of our decade. . .Recent statistics show a downturn of interest in cable—partly due to dissatisfaction with programing, partly to increased charges to customers."
- "Computer-generated graphics will change the look of advertising, just as surely as did the invention of photography."

Despite all the technological developments changing the marketing world, Mr. Reinhard says, "what really excites me is the people of our business who spend each

(Continued on Page 5)

Sweet talk at FMI

By JANET NEIMAN

DALLAS—Products for the sweet tooth made a strong showing among the new items introduced to grocers at this week's Food Marketing Institute convention here. At the same time, marketers are lining up to add to the list of products using aspartame.

Hershey Foods Co. will use its Golden brand name—which first appeared on its Golden Almond bar—on a line of chocolate-covered candies in single-serve packages.

Golden Almond Solitaires, the initial item, will be introduced nationally next fall, to be followed by a pecan-bar extension of the Golden bar line.

Pillsbury Co. is readying fall introduction of refrigerated apple danish dough under the Pillsbury's Best label, a new name for refrigerated products.

Cinnamon roll dough also is scheduled to enter the market by Pillsbury for fall.

And Eskimo Pie Corp. is moving national with Eskimo Pie Bavarian ice cream rolls encased in a cylindrical sugar cone covered with chocolate.

Such activity belies continued consumer concern about nutrition. Timothy Hammond, senior vp of FMI, told members that 63% of consumers polled in this year's FMI-Louis Harris & Associates study said they were very concerned about nutrition, and 32% said they were somewhat concerned.

Concern over health and nutrition had been overshadowed by price factors because of economic uncertainty, "but now it is reasserting itself," Mr. Hammond said.

"It is certainly not a passing fad," he added. He cited the three main nutritional concerns as chemical additives, sugar content and

(Continued on Page 5)

Conflict a hallmark for Y&R

By STEWART ALTER

It was a strange week for Young & Rubicam.

The agency learned that telephone calls and greeting cards present conflict in the mind of one client, but that canned spaghetti and noncanned pasta do not in the eyes of another.

As a result of picking up the $20 million-plus AT&T Communications long-distance phone call account two months ago, Y&R has lost the $40 million-plus Hallmark Cards business because the latter perceived a conflict.

Meanwhile, Y&R has lost some of its American Home Products, business to Cunningham & Walsh and Kornhauser & Calene as a result of gaining General Foods' Ronzoni Macaroni Co. account. However, it will retain AHP's Chef Boy-ar-dee canned pasta business, which

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Advertising Age

Magazine

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William F. Buckley speaks out on politics and advertising

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The tough challenge of marketing Florida's $2.5 billion citrus industry

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6 William F. Buckley on politics and advertising
Tv coverage is far more important to presidential candidates than all the advertising time and space they can afford, he says.

8 The squeeze is on at the Florida Citrus Commission
A study of the organizational structure of the Florida Citrus Commission is underway. The study also is expected to determine whether the $33 million the commission will spend this year on consumer advertising is paying off.

12 Book lists good places to call work
Leo Burnett Co., Doyle Dane Bernbach, Time Inc. and Reader's Digest are lauded as four of the best in the new book, "The 100 Best Companies to Work for in America."

Special Report

Premiums & Promotions

16 Airlines soaring with frequent fliers
A sagging economy and deregulation were two forces behind the emergence of frequent flier programs, which have provided the airlines with a way to build user loyalty.

22 Promotions blemish cosmetics industry
Gifts-with-purchase and purchases-with-purchase, a fact of life in the cosmetics industry, are favored by some marketers for attracting buyers to the brand and opposed by others, who say they lessen the importance of the product.

28 Rental car giveaways a blowout
There were no winners in the rental car industry premium campaign waged from September, 1982, through June, 1983.

31 Banks renew interest in premiums
Some big commercial banks are returning to distributing premiums, but now the premiums are more narrowly targeted for specific objectives.

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46 Dialing for dollars
Telephones are the hottest new rage in premiums, replacing tired freebies such as coolers, clock radios and steak knives.

Premiums and Promotions report coordinator: Ed Fitch
Cover illustration: Leslie Wolf
William F. Buckley photo: Mickey Adair/Star File

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10 Parting Shot

To our readers

As today's special report on premiums and promotions was being put together, several of the Magazine staff members did some reminiscing about memorable premiums. Cracker Jack and its ubiquitous little in-box prizes entered into the discussion almost immediately, of course, as did S&H Green Stamps. But then we began to wax nostalgic about some favorite items from our pasts:

- The plastic tops with a string that were in boxes of Trix cereal.
- The chart listing American Presidents that came with the purchase of a can of a now-forgotten brand of dog food. ("That's how I learned the Presidents," one staffer said.)
- The "walk-o-meter" you got by sending in Wheaties boxtops. For the uninitiated, that was a gauge you strapped on your belt and, after adjustment for your stride, measured how far you walked.
- Those submarines in Kellogg's cereal boxes that, when filled with baking soda, would sink to the bottom of a pail of water and then, as the soda fizzed, would rise to the surface.

For one staff member, the all-time favorite was the little comic strips that came inside packages of Bazooka bubble gum. "If you chewed a lot of gum, a *real* lot, you could get enough comic strips to redeem them for prizes. I got a softball, a bat and the first pocket knife I ever owned—which I still have."

But the topper was a story told by one colleague about his days at the University of Missouri: "Coca-Cola had a promotion in which pictures of pro football players were on the underside of their bottle caps. If you collected all 22 players from one NFL team—in our region it was the St. Louis Cardinals—you could get a free football.

"We took a magnet, attached it to a string, and went to every Coke dispenser on campus, fishing old bottle caps out of that hole under the opener. We ended up getting six footballs."

As if that weren't enough, he and his cohorts took the laces out of the footballs, replaced them with rawhide so they could be gripped better and sold them to fellow students for $5 each.

Now *that's* entrepreneurial spirit.

Robert Goldsborough
Executive Editor

Letters

One of Tyler's Ten

We were pleased to see a Johnson & Johnson Child Development Products ad included in "Tyler's Ten" (April 2). However, it is unfortunate that Wunderman, Ricotta & Kline did not receive credit for developing this fine copy.

T.K. McCarter
Director of Marketing
Johnson & Johnson
Skillman, N.J.

Rance Crain on Pepsi spots

In the Rance Crain's column (Parting Shot, April 2), "Pepsi misses with Michael Jackson," he states that "Jackson is a Jehovah's Witness, and he doesn't smoke or drink (including soft drinks) and hardly even eats."

While all of the information may be true, I felt that the column might lead people to believe that Mr. Jackson doesn't drink (even soft drinks) or eat because he is one of Jehovah's Witnesses.

While it is true that Jehovah's Witnesses do not smoke, because it defiles the body, we certainly are not against eating or drinking (even alcoholic beverages) in moderation.

Even Jesus Christ himself drank wine. The apostle Paul told Timothy to "use a little wine for the sake of your stomach and frequent cases of sickness" (I Timothy 5:23).

Personally, I do not know if Mr. Jackson drinks Pepsi or not; I do know that there are other Jehovah's Witnesses who do.

Arlinda A. Davis
Indianapolis

Is Rance Crain really that far behind the times? If Pepsi's Michael Jackson spots are ineffective, then I suppose the entire "Choice of a New Generation campaign" is not one of the most innovative and best produced on tv, either. Mr. Crain says that because the audience knows Mr. Jackson doesn't drink anything, Pepsi is wasting its money. Does Mr. Crain really believe that Marcus Allen and Ted Turner sit home sipping Diet Coke, "just for the taste of it"?

The Jackson "concert" spot catches the excitement of an actual Jackson concert while linking the Pepsi name to it in a new and different way. The adaptation of the hit song, "Billie Jean," is wonderful. Simply

Does he really drink Pepsi?

because Mr. Crain's daughters don't think the commercials are effective does not mean Pepsi is missing its mark. More likely Pepsi has realized not too many 45-year-old business executives are going to drink Pepsi anyway. Instead, it has set its sights on the post-baby boomers, the new generation of Pepsi drinkers.

Rich Abrams
Secretary
Ogilvy & Mather
New York

Outdoor boards

I would like to clarify a statement of mine—rather, *half* a statement of mine—quoted by Renee Blakkan in "Reaching a growing market where it lives" (March 19). Ms. Blakkan, in quoting the latter part of what I don't doubt was a garrulous explanation, left the impression that I regard outdoor advertising to Hispanics as ineffective in any role save as reinforcement of messages from other media.

This was my point: a) English-language billboards are often intended to be "reminder" advertising, reinforcing a tv effort. b) Spanish-language billboards are often translations of English-language billboards. When both "a" and "b" are true of one campaign, and outdoor is the only Hispanic medium, the result is Spanish advertising that has nothing to reinforce.

Hence, when I spoke of advertisers using outdoor as "doing it on the cheap," I did not seek to denigrate the quality (or the expense) of an outdoor campaign. I meant to denigrate the logic of those who wish to solve the "problem" of Spanish-speaking consumers by merely translating the tag line of an English-language tv campaign and posting it in Spanish neighborhoods.

Dale Dauten
Research Resources
Quantitative
Atlanta

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Special Report

Leslie Wolf

Premiums and Promotions

Without a plan, the carrots just dangle

By Ed Fitch

Ever since some unknown hansom cabbie hung a carrot in front of a horse's nose, premiums have been part of the stable of methods people use to exhort performance. Why? Because they work. That horse kept moving, working harder, the vision of a bonus bouncing before his snout.

Shortly thereafter, incentives were dangled in front of consumers' noses to motivate them to perform—performance in this case being to purchase a good or service, not to pull a wagon. But, like good draft horses, humans have clopped after these carrots at a fast clip.

Ed Fitch is an associate editor of Magazine.

Premiums are one of the oldest forms of promotion in the U.S., dating to about 1850. Those from within and without the industry also say the premiums used in the 1850s—and the methods by which they were selected—probably are not much different from those used in 1984.

In fact, the only things that seem to change when it comes to premiums are the industries that offer them and the premium techniques that are in vogue. Premium tactics swing in and out of style depending on their costs and marketers' and consumers' attitudes toward them. And markets roll in and out of premium cycles regularly, illuminating both one of their drawbacks—their susceptibility to the vagaries of unstable markets—and a strong point—their ability to act as a short-term, crucial crux for other consumer marketing efforts.

Although this area is given a sizable chunk of promotional cash (1983 incentive expenditures reached almost $10.5 billion, according to *Incentive Marketing*, slightly less than the amount spent for all direct mail efforts last year), it may be shortchanged when it comes to sophistication and creativity.

Telephones, tote bags and umbrellas are all available for the taking in promotions for cosmetics, magazines, banks, rental cars or almost anything else in the marketplace. Despite the rise in the amount spent on premiums, the number of ways in which this money is spent has hit a plateau. The general belief is that premium efforts are not given the creative emphasis afforded most advertising and promotional programs.

"Some people in the industry cannot visualize the creative potential for premiums or move beyond the dull, prosaic ways of the past," says Don Jagoda, president of Don Jagoda Associates, Syosset, N.Y. "Many premiums are very pedestrian. But there's room for innovation and creativity in any area, and this is no exception." Mr. Jagoda also says that because client companies are demanding creativity from those who handle their premium efforts, the field is becoming more professional.

However, it still has a long way to go in reversing a second-citizen status—whether it is justified or not—in the marketing world. Premiums often are perceived as peripheral ploys, employed only when a better idea for promoting a product isn't apparent. In the eyes of many marketers, the field is an untamed beast, not playing by the rules by which most advertising programs abide.

(Continued on Page M-16)